

# Western Daily Press

The Western Daily Press is a unique newspaper.  
It is the only daily publication that serves all of the people of the West Country and offers them extraordinary access to its pages.

Its success is founded on a **dynamic**, intimate and exciting partnership with its readers, whose contributions form an essential part of its daily make-up.

Unlike any other newspaper, Western Daily Press readers provide articles, essays, poems and photographs that form the **heart and soul** of their newspaper.

They enjoy a **collaborative** relationship with the Western Daily Press editorial team, helping to set the tone for the newspaper, shape its content and form its agenda.

The **key values** of the Western Daily Press are **inspired** by a commitment to clarity, balance and open-mindedness. Every day the newspaper stimulates **intelligent conversation** and **discussion**, informed by compelling articles written with authority by readers, advertisers and contributors who are experts in their fields.

It is a newspaper for grown-ups crafted for them by grown-ups.

The Western Daily Press takes a measured view, seeking to **embrace and explain** the key issues that affect the region.

It is a **champion of the West Country** – celebrating its successes and going into battle to protect the values and traditions of the region.

Over the course of the week the Western Daily Press offers a range of general and more specialist sections and supplements to appeal to the broad spectrum of interests of our readers.



Western Daily Press

CHAMPION OF THE WEST SINCE 1858

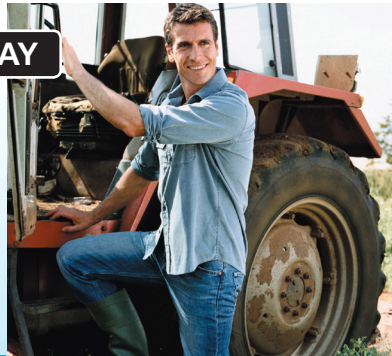


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Western Daily Press readers are local to the area, with 92% having lived in the area for more than 10 years. The typical reader is female, aged 45+ with many nearing or actually in retirement.

## WEDNESDAY

Reach a male audience who like to read our expert **Farming** section. They are our wealthiest readers with an average household income in excess of £80,000.



## FRIDAY

Reach a female, 55+ audience with an interest in all things **equestrian**. They are older, affluent readers often with a household income of more than £80,000.

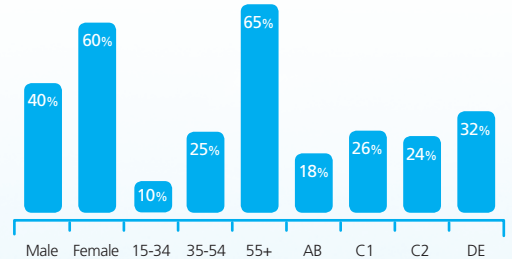


## SATURDAY

Reach a female, 55+ audience attracted by our fabulous lifestyle supplement **'West Country Life'**. This is our highest reach of the week and guarantees you exposure to a large, affluent audience.

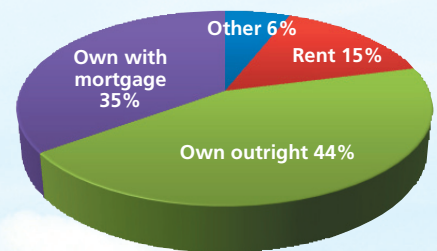


**DAILY READERSHIP 82,628**  
**WEEKLY READERSHIP 203,171**

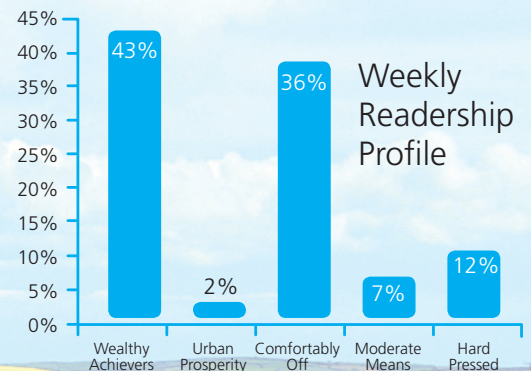


A unique advantage of the Western Daily Press is its ability to deliver a very distinct audience on specific days of the week.

8 out of 10 readers are home owners with more than half of these owning their home outright.



Source: NML Audience Research 2010 (Kantar Media)



**36%** more likely than average to be retired.

Income can be **in excess of £80,000**.

While the majority of our readers are in employment, they are over **30%** more likely than average to be retired.



MONDAY

**Education  
Sport**

TUESDAY

**Gardening  
Nostalgia**

WEDNESDAY

**Farming**

THURSDAY

**Business  
Jobs**

FRIDAY

**Motoring  
Riders**

SATURDAY

**West Country  
Life  
West Country  
Property**



# Western Daily Press

Bristol, Bath & Weston-super-Mare	23572
Devon & Dorset	2981
Gloucestershire & Oxfordshire	11090
Wiltshire & Hampshire	12022
Somerset	30036
South Wales	2927
<b>Total Readership</b>	<b>82628</b>

Source: JICREG 01-May-2013



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